(c) whether the NIO has made any suggestions to prevent erosion of sand in that area; and

(d) if so, the details thereof?

THE MINISTER OF EARTH SCIENCES (SHRI KAPIL SIBAL): (a) No, Sir. The National Institute of Oceanography (NIO) did not carry out any studies on sea surge at Visakhapatnam coast on 27th July 2006.

(b) Does not arise.

(c) No, Sir. NIO did not make any suggestions regarding prevention of erosion in the Visakhapatnam area.

(d) Does not arise.

Consumption of fruits and vegetable products

2418. SHRIMATI MOHSINA KIDWAI:

SHRI VIJAY J. DARDA:

Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether it is a fact that consumption of value added fruits and vegetable products is low compared to primary processed food in general and fresh fruits and vegetables in particular which is attributed to higher incidence of tax and duties including that on packaging meterial, lower capacity utilization, non-adoption of cost effective technology, high cost of finance, infrastructural constraints, inadequate farmer-processors linkage leading to dependence upon intermediaries; and

(b) if so, the remedial action Government propose to take in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI SUBODH KANT SAHAI): (a) and (b) The level processing in fruits & vegetable products is estimated at 2.20% in India. According to the report of M/s. Robo India Finance Pvt. Ltd., the total food market during 2003-04 was estimated at Rs. 8,60,000 crores, whereas the value added processed food market was of the order of Rs. 1,80,000 crores. In order to give boost to growth of FPI sector, the Government

has formulated and implemented several Plan Schemes to provide financial assistance for establishment and modernization of the food processing units, creation of infrastructure, support for R&D, human resource development besides other promotional measures to encourage development of the food processing industries. The Government in **2004-05** has allowed under Income Tax Act, a deduction of 100% of profit for five years and 25% of profits for the next five years in case of new agro processing industries set up to process, preserve and package fruits and vegetables. Excise duty of 16% on dairy machinery has been fully waived for promotion of dairy processing industries. In the **Budget of 2005-06** costoms duty on refrigerated vans was reduced from 20% to 10%. In the **Budget of 2006-07** the Government has announced to exempt excise duty on condensed milk, ice cream, preparations of meat, fish and poultry, pectins, pasta and yeast. Excise duty on ready-to-eat packaged foods and instant food mixes, like dosa and idli mixes reduced from 16 per cent to 8 percent. Excise duty on aerated drinks has been reduced from 24 per cent to 16 per cent.

Misleading advertisement on substandard food products

2419. SHRI T.T.V. DHINAKARAN: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether Government are aware of the fact that a lot of misleading advertisements appear in the electronic and print media about substandard food products;

(b) the steps taken to prevent publication of such advertisements; and

(c) whether Government would consider to appoint a separate Board for viewing such advertisements before their telecast or publication?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI SUBODH KANT SAHAI): (a) to (c) The misleading advertisements which appear in the electronic and print media about substandard food products are liable for action as per the provisions of Prevention of Food Adulteration Act, 1954 and Rules made thereunder. As per these provisions, no advertisement of any food which is misleading or contravening the provisions of PFA Act, 1954 and Rules made thereunder shall be issued. There is no proposal under